

CLAIMS:

Please amend the claims as follows:

1. (Currently Amended) An electronic savings system, the system comprising:
 - a. a portable electronic device, having unique personal identification data stored therein; and
 - b. a means of transmitting the unique personal identification data to a ~~store~~ cash register;wherein when the store receives the unique personal identification data, a store discount is applied to a plurality of specially marked, store discounted items.
2. (Previously Presented) The system of claim 1, further comprising a simulated credit card swipe coupled to the portable device.
3. (Previously Presented) The system of claim 1, wherein the portable electronic device comprises a cellular telephone, and the unique personal identification data comprises a user's telephone number.
4. (Previously Presented) The system of claim 3 wherein the universal savings system comprises a discount card associated with a particular store.
5. (Canceled)
6. (Currently Amended) A method of acquiring customer data, the method comprising the steps of:

- a. providing a portable electronic device having unique personal identification data stored within, wherein the portable electronic device comprises a means of transmitting the unique personal identification data;
 - b. providing a ~~store~~ cash register capable of receiving the unique personal identification data;
 - e. transmitting the unique personal identification data from the portable electronic device to the ~~store~~ cash register; and
 - d. applying a store discount to the price of a plurality of specially marked, store discounted items upon receipt of the unique personal identification data.
7. (Currently Amended) The method of claim 6, further comprising the steps of:
- a. providing a central computer;
 - b. transmitting the unique personal identification data to the central computer;
 - and
 - e. cross referencing the unique personal identification data with a stored data profile.
8. (Currently Amended) The method of claim 7, further comprising the steps of:
- a. transmitting product data from the ~~store~~ cash register to the central computer; and
 - b. storing the product data with a cross reference to the unique personal identification data.
9. (Original) The method of claim 7, wherein the product data is used for inventory management.

10. (Currently Amended) A method of acquiring customer data, the method comprising the steps of:
- a. providing a ~~store~~ cash register ~~capable~~ having unique store identification data stored within, wherein the ~~store~~ cash register comprises a means of transmitting the unique store identification data;
 - b. providing a personal electronic device capable of receiving the unique store identification data;
 - c. transmitting the unique store identification data from the ~~store~~ cash register to the portable electronic device; and
 - d. discounting a prices of a plurality of all specially marked, store discounted items upon successful transmission of the unique store identification data.
11. (Currently Amended) The method of claim 10, further comprising the steps of:
- a. transmitting the unique store identification data from the personal electronic device to a remote computer;
 - b. transmitting customer data from the personal electronic device to a remote computer; and
 - c. transmitting product data from the personal electronic device to a remote computer.
12. (Currently Amended) The method of claim 11, further comprising the steps of:
- a. processing the unique store identification data, the customer data and the product data; and
 - b. producing a report with the unique store identification data, the customer data and the product data listed in an organized format.

13. (Original) The method of claim 12, wherein the personal electronic device comprises a cellular telephone.
14. (Currently Amended) The method of claim 13, wherein the store cash register is linked to at least one other store cash register via a network.
15. (Original) The method of claim 14, further comprising the step of distributing advertising literature based upon the report.
16. (Original) The method of claim 14, further comprising the step of using the report for inventory management.